



Influence of Fashion Trends on Social Behavior: An Islamic Educational Perspective Among University Students

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Abstract:

This research aims to determine the concept of fashion trends according to the perspective of Islamic education and its implications for the social behavior of students at the Faculty of Islamic University. The background to this research is the development of fashion trends in Indonesia which follows the flow of modernization, which is also felt by Islamic Education students at the faculty. Using qualitative methods with descriptive analysis, data was collected through observation, interviews and documentation, with human instrument techniques for selecting informants. The research results show that the concept of fashion trends from an Islamic education perspective includes an understanding of the intimate parts, fashion models, and the fashion materials used. The implications of this fashion trend for student social behavior include self-awareness, morals, character formation, and personal branding. Motivation for fashion trends from an Islamic education perspective is influenced by the educational environment and self-will based on religious awareness, which has an impact on psychological, sociological and religious aspects.

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INTRODUCTION

Fashion is one of the main ways for students to express their identity. Dressing style is not just an aesthetic choice, it also reflects an individual's personality, interests and values (Yudha et al., 2024). Like, a student who chooses to wear clothes with ethnic motifs may want to show pride in their culture, while another may choose simple and minimalist clothing to express a personality that is practical and does not like excessive things (Fan & Ip, 2023; Fatmawati, 2021; Good et al., 2021). It is proven that most students wear their clothes influenced by the desire to reflect their personal identity (Dewayanti & Andhini, 2023). This shows that fashion has a significant role in helping students express who they are and what they believe (Mandal & Kumar, 2022). Through fashion, students not only follow trends, but also use clothes as a medium to convey messages about themselves to the world.

Islamic education teaches the principles of dressing in accordance with sharia, including the concepts of aurat and dress ethics, which play an important role in how students perceive and adopt fashion trends. In the modern context, fashion trends often (Nurmadiyah, 2022). change rapidly and can conflict with religious values (Sanafiri & Hasanah, 2023). Students can understand how to combine Islamic principles with current fashion trends (Hassan & Ara, 2022; Poulis et al., 2024). Islamic education views fashion as an aspect that must be managed wisely, ensuring that clothing choices do not only

follow fashion trends, but also reflect deeply held religious identity and values (Fahrullah et al., 2024). Thus, students are taught to navigate fashion trends with an awareness of sharia restrictions, such as maintaining their intimate parts and choosing modest and modest clothing, so that they can still look fashionable without violating religious principles (Nisa' et al., 2024). This has an impact on students' social behavior, where they can express themselves and interact in society in a way that is in accordance with Islamic values, creating a balance between modernity and spirituality.

Previous research shows that fashion is used by individuals, including students, as the main means of expressing their self-identity. According to (Maran et al., 2021), clothing style often reflects personality, group affiliation and individual values. Additionally, literature by (Prayudha & Sari, 2024), reveals that social media plays a significant role in shaping fashion preferences among college students, with platforms such as Instagram and TikTok becoming major sources of inspiration and tools for showcasing personal style. Globalization has also had a major impact (Baharun & Hasanah, 2023; Taptiani et al., 2024), which states that the spread of international fashion trends has accelerated, giving students access to styles and fashions from various cultures. Fashion trends among students tend to change quickly, reflecting the dynamic nature of fashion where what is popular today can change within a few months (Jeon et al., 2021; Zhang et al., 2021; Zhao et al., 2024).

The novelty of this research integrates the principles of Islamic education with modern fashion trends. In a world that is constantly changing and developing, there is little in-depth understanding of how Islamic values can be applied in this dynamic fashion context. By filling this gap, this research brings new insights into how fashion can be a medium for conveying religious values creatively and relevantly for the current generation of students. This integration not only presents a new outlook on fashion, but also opens up space for reflection and adaptation of Islamic values in the ever-changing aspects of daily life, creating the potential for positive social and cultural transformation.

The aim of writing this journal is to provide a significant contribution to the understanding of the implications of fashion trends from an Islamic education perspective on student social behavior. By investigating the relationship between Islamic values and students' fashion choices, our aim is to identify their impact on social behavior, self-awareness, and character formation of students at the Tarbiyah Faculty of Nahdlatul Ulama University Sunan Giri Bojonegoro. It is hoped that this article can provide a valuable contribution in developing knowledge about the relationship between fashion, Islamic education and social behavior, as well as providing practical guidance for educators, policy makers and students in understanding and managing fashion trends wisely in the context of religious values.

RESEARCH METHOD

This research uses a qualitative approach with a descriptive focus (Köhler, 2024), which allows researchers to explore in depth the complex phenomenon of the implications of fashion trends from an Islamic education perspective on student social behavior at the Faculty of Tarbiyah, Nahdlatul Ulama University, Sunan Giri Bojonegoro. This qualitative approach, often known as in-depth interviews or participant observation, and documentation allows researchers to better understand the nuances and context related to the research topic by Table 1. By focusing on verbal or written descriptions of the phenomenon, this research aims to provide a comprehensive understanding of how

Islamic values influence students' fashion choices and social behavior.

Table 1. Data Collection Techniques

Data Collection Techniques	Description	Purpose
Observation	Directly observe students' behavior, interactions, and fashion choices in the context of daily life in the campus environment.	Understand firsthand how fashion is related to Islamic values applied in real life.
In-Depth Interviews	Have structured or semi-structured conversations with students to explore their views, experiences, and interpretations.	Gain a deep understanding of the relationship between Islamic values, fashion, and social behavior.
Documentation	Collect written data, photos, or videos related to Islamic fashion trends, campaigns, or relevant activities.	Provide additional evidence to support the analysis of observational data and interviews.

Research data was obtained through qualitative methods with descriptive analysis, which involves in-depth data collection and analysis to produce a clear picture of the phenomenon under study (Williams, 2021). Data collection techniques used include observation, interviews and documentation. Observations provide direct understanding of students' behavior and interactions related to fashion in their everyday context. In-depth interviews allow researchers to explore students' views, thoughts and experiences in depth. Meanwhile, the documentation provides additional data about fashion trends and Islamic values that may influence students' social behavior. In collecting informant data, researchers used human instrument techniques, ensuring that the selected participants could provide rich and representative insights about the research topic. With a combination of appropriate methods and techniques, this research aims to produce meaningful and valuable findings in understanding the relationship between fashion trends, Islamic education and student social behavior.

RESULTS AND DISCUSSION

Self-awareness and Personal Branding

The influence of fashion trends on self-awareness marks a significant shift in students' self-awareness of the identity and values they want to project to the world. This research reveals that fashion selection is no longer just about physical appearance, but also a deep expression of their personal identity. Students involved in fashion selection that is in line with Islamic principles show increased awareness of how their appearance can affect their own self-perception and also how they want to be viewed by others. This realization sparks deeper reflection on their values and beliefs, as well as how they want to express them through their dressing style. The influence of fashion trends becomes much more than just a physical aspect, but also becomes a window that opens up to a deeper understanding of who they are and what they value in their lives.

The results of this study confirmed that students who choose fashion in accordance with Islamic values at the Faculty of Tarbiyah Nahdlatul Ulama University Sunan Giri Bojonegoro tend to experience a significant increase in self-awareness. They demonstrate a deeper understanding of how their fashion choices reflect their personal identity and values. In the context of an academic environment dominated by religious values, students become more sensitive to the harmony between their appearance and the teachings of Islam. Observations show that students who engage in fashion selection that is in line with Islamic principles often display greater confidence in expressing

themselves. They actively participate in creating an image that reflects their religious beliefs and values, which then reinforces their personal identity within the campus environment. Thus, the influence of fashion trends on self-awareness not only affects the way students see themselves, but also how they interact with others around them in academic environments influenced by Islamic education.

It also shows that an academic environment rich in Islamic values can be a powerful influence in shaping students' self-awareness of their fashion choices. With awareness of religious values internalized through Islamic education, students feel more connected to their religious identity and actively seek ways to reflect this through their dressing style. In addition, this study highlights the importance of the role of educational institutions in creating a supportive environment for the development of students' self-awareness. Through holistic Islamic education, students at the Faculty of Tarbiyah Nahdlatul Ulama University Sunan Giri Bojonegoro are given a strong foundation to understand and apply religious principles in various aspects of life, including in terms of fashion selection. Thus, the results of this study underscore the importance of integration between religious education and the development of self-awareness in forming individuals with integrity and ethics in the academic environment and society in general.

Increased self-awareness of appearance can manifest itself in many ways. Students who are more self-aware of their appearance tend to pay more attention to small details in their clothing style, such as the color, style, and material of the clothing they wear. They may pay more attention to how the clothing fits their body shape and how it reflects their personal style. Increased self-awareness can also be seen in changes in students' attitudes and behaviors toward their appearance. They may become more confident in presenting themselves and more aware of how their appearance can affect others' perceptions of them. This may be reflected in increased participation in social or academic activities where appearance plays a role, as well as in efforts to convey a positive impression through their style of dress. Increasing self-awareness of appearance is not just about physical enhancement, but also about developing a deeper relationship with the world of fashion and reflection on personal values and identity.

Based on research conducted by Hester & Hehman (2023) regarding the influence of fashion trends on self-awareness, it was found that fashion is no longer just a means to beautify physical appearance, but has developed into a form of nonverbal communication that reflects a person's personal values and identity. Choosing clothes that are in accordance with religious principles not only increases self-confidence but also strengthens the individual's sense of connection with the religious values they adhere to (Arifin, 2024; Jalees et al., 2024; Zaki & Elseidi, 2024). This is in line with the findings at the Faculty of Tarbiyah, Nahdlatul Ulama Sunan Giri University, Bojonegoro, where an academic environment that instills Islamic values also strengthens students' self-awareness in choosing clothes. The harmony between religious values and the chosen fashion allows students to express their identity more authentically in both social and academic circles.

Fashion trends that are in line with religious values also contribute to the formation of positive behavior and a sense of social responsibility in students. In this context, clothing not only reflects personal identity but also becomes a form of social responsibility in creating harmony with the surrounding environment. A study by Karakavak & Özbölük (2023) revealed that students who understand the importance of the fit between fashion and religious values tend to be more active in social activities that

are relevant to the principles they believe in. This reinforces the idea that self-awareness that develops through fashion choices can influence social interactions, while encouraging the creation of individuals who care not only about physical appearance, but also about ethical and moral values in everyday life.

Integration of Islamic Principles with Modern Fashion Trends

The integration of Islamic principles with modern fashion trends reflects an attempt to combine religious values with actual and time-relevant styles of dress (Fahrullah et al., 2024). Islamic principles such as maintaining aurat, modesty, and adherence to dress etiquette become the main guidelines in choosing and adopting fashion (Ataman et al., 2024; Zaki et al., 2023). This integration allows individuals to stay connected to their religious identity while still participating in the ever-changing fashion culture (Asmawi et al., 2024). Basically, this integration can be seen in the selection of clothes that cover the aurat in accordance with Islamic teachings but still follow trends and styles that are popular. This could mean choosing loose and non-tight clothing, as well as prioritizing the wearing of hijabs or head coverings for women. In addition, this integration also includes the selection of colors, motifs, and designs that conform to the principles of simplicity and adherence to Islamic moral values.

The integration of Islamic principles with modern fashion trends can also be seen in the emphasis on values such as fairness, unity, and diversity in clothing selection. It reflects efforts to adopt the values recognized by Islam and promote positive messages through fashion. Thus, this integration is not only about the physical aspects of fashion, but also about its use as a tool to convey moral and spiritual messages that are in accordance with religious teachings. The integration of Islamic principles with modern fashion trends also reflects the diversity of cultures and lifestyles within Muslim societies. It allows individuals to express their religious identity in a way that suits their own cultural preferences and context. Thus, this integration creates space for creativity and personal expression, while still maintaining a strong connection with fundamental religious values.

The integration of Islamic principles with modern fashion trends is not only a global phenomenon, but can also be observed among students at the Faculty of Tarbiyah Nahdlatul Ulama University Sunan Giri Bojonegoro. In the context of an academic environment rich in Islamic religious and cultural values, students tend to be more aware of the importance of blending Islamic principles with their dressing style. Direct observation of students' dress choices shows that many of them choose to wear clothing that is in accordance with Islamic teachings, such as shirts or t-shirts with loose cuts, and cover the aurat with the use of trousers or skirts for women.

Table 1. Integration of Fashion in Islamic Values

Integration Aspects	Implementation	Islamic Values Reflected
Clothing Design	Loose clothing that covers the aurat such as tunics, robes, or long-sleeved shirts.	Maintain politeness and cover the aurat.
Clothing Materials	Use fabrics that are not transparent or too tight, such as cotton or wool.	Avoid clothes that show the body.
Symbols and Motifs	The use of Islamic motifs such as Arabic calligraphy or Islamic geometric ornaments on clothing.	Spreading religious messages through visuals.
Colors and Styles	A simple and inconspicuous selection of colors, such as pastel or earth tones.	Prioritizing simplicity (zuhud).
Fashion Muslimah	The use of modern hijab with various styles that remain in accordance with sharia, such as instant hijab or pashmina.	Combining modern style with Islamic law.

Branding Fashion	Support for Muslim fashion brands that produce clothes in accordance with sharia, such as Zoya or Elzatta.	Improve the economy based on Islamic values.
Social Campaigns	Promotion of simplicity and equality through social media or Islamic fashion communities.	Spreading the values of simplicity and solidarity.
Event Fashion	Holding Islamic fashion shows that display fashion in accordance with sharia, such as Islamic Fashion Week.	Raising awareness of Islamic fashion.
Supporting Accessories	The use of simple accessories such as brooches, bags, or shoes that match the value of modesty.	Avoid the impression of exaggeration (tabarruj).
Clothing for Activities	Islamic clothing is special for sports or outdoor activities, such as hijab sports.	Allowing mobility without violating sharia.

The integration of Islamic principles by Tabel 1, with modern fashion trends is also reflected in students' preference for Muslim fashion brands that produce clothes in accordance with Islamic standards. Many of them choose to support these brands, which not only blend modern design with religious principles, but also strengthen their religious identity through clothing styles. Evidence of this can be seen in the increase in sales and popularity of Muslim fashion brands among students at the Faculty of Tarbiyah of Nahdlatul Ulama University Sunan Giri Bojonegoro.

Students are also involved in disseminating messages related to Islamic values through fashion as a medium of communication. They use their social media platforms to promote messages of simplicity, unity, and respect for diversity, which are in line with Islamic principles. Thus, the integration of Islamic principles with modern fashion trends is not only reflected in students' dressing choices, but also in their participation in spreading Islamic values through fashion as part of their religious and cultural identity at the Tarbiyah Faculty of Nahdlatul Ulama University Sunan Giri Bojonegoro.

The Impact for Student Character

The implication from the educational perspective of fashion behavior towards students at the Faculty of Tarbiyah is that they will tend to take more targeted and controlled actions in their selection and style of dress. By having a deeper understanding of Islamic values embodied in fashion principles, students will be better able to choose clothes that are in accordance with the teachings of their (Hidayat et al., 2024; Sanjani, 2024). This can result in a more polite and appropriate appearance in accordance with an academic environment dominated by religious values.

The implication of the educational perspective of Islamic fashion behavior for students at the Faculty of Tarbiyah is the strengthening of morals as the main foundation in controlling negative social behavior. By understanding that fashion is not only about physical appearance, but also about the expression of moral values, students will tend to pay more attention to ethics in dressing and behaving. Good morals will be reflected in their daily actions, strengthening the impression of politeness and the quality of their social behavior in the campus environment and society.

The implication of the educational aspect, social Islamic fashion behavior towards students at the Faculty of Tarbiyah is the increase in self-awareness and the formation of Personal Branding. Students will become more aware of the identity and values they want to project through their style of dress. This can lead to the formation of a strong personal brand, where they can be recognized as individuals who are consistent with religious values and have a strong character. Thus, they have the potential to become leaders or inspiring examples in their future careers.

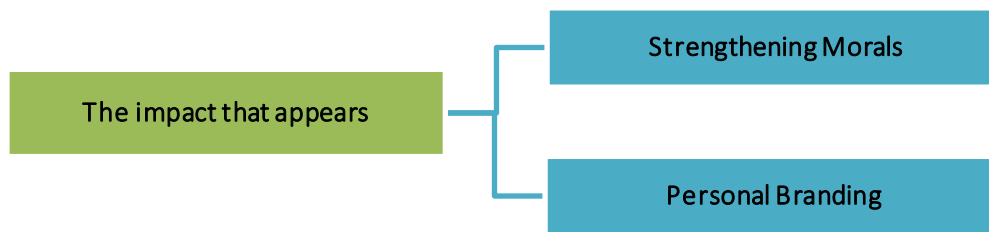


Figure 1. Implications for Student Character

Figure 1, the implications of fashion trends in an Islamic perspective on student character, especially at the Tarbiyah Faculty of Nahdlatul Ulama University Sunan Giri Bojonegoro, include improving morals and forming a strong personal brand. Through the selection of clothing that adheres to Islamic principles, such as covering the aurat and following modest dress etiquette, students can improve their overall morals. By paying attention to moral and spiritual aspects in choosing a style of dress, students can strengthen awareness of religious values and apply them in daily life. This can result in improvements in the character of students, such as patience, honesty, and humility, which are important values in Islam.

Fashion trends that are aligned with Islamic values can also help in the formation of student personal branding. By choosing clothing that is in accordance with religious teachings and reflects their religious identity, students can form a consistent and strong self-image in the eyes of others (Hasanah et al., 2024; Purnamasari et al., 2022). This helps them become known as individuals who are consistent with religious values and have a strong character. Thus, through the use of fashion as a means to express Islamic values, students can form a positive and inspiring personal brand, which can help them in developing their careers in the future.

CONCLUSION

The conclusion of the implications of fashion trends on the social behavior of students, especially at the Faculty of Tarbiyah Nahdlatul Ulama University Sunan Giri Bojonegoro, highlights the importance of integrating Islamic principles with modern fashion trends in shaping positive character and behavior. Fashion trends combined with Islamic principles encourage students to increase self-awareness, self-awareness of the identity and values they want to project through their dressing style. The integration of Islamic principles with modern fashion trends also has a positive impact on students' personal branding. By choosing clothing that is consistent with Islamic values and reflects their religious identity, students can form a consistent and strong self-image.

The implications of fashion trends on student character show that the selection of clothing that adheres to Islamic principles can help in the formation of positive character, such as patience, honesty, and humility. By paying attention to the moral and spiritual aspects of choosing a style of dress, students can strengthen their overall morals, which are important values in Islam. Thus, the integration of Islamic principles with modern fashion trends not only creates students who are more aware of their religious identity, but also forms individuals who have strong personal branding and positive character.

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